



Measure Up Pressure Down™

American Medical Group Foundation

National Day of Action: Roll Up Your Sleeves! **Toolkit**

May 15, 2014



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National High Blood Pressure Education Month (May 2014)

High blood pressure (hypertension) is one of the most important risk factors for heart disease, stroke, kidney disease, and diabetes complications. Nearly one out of three American adults has high blood pressure. Yet out of these 68 million people, only half have the condition under control.

Since the official launch of the [Measure Up/Pressure Down™](#) national hypertension campaign in November 2012, American Medical Group Association (AMGA) members and supporting organizations have joined together to address hypertension – one of the nation’s most important public health challenges. To date, the campaign has leveraged the coordinated delivery systems of nearly 150 AMGA members to improve care, with a goal of 80 percent of patients in control of their blood pressure by 2016. Concurrently, it has tapped the resources and reach of national partners and sponsors to raise awareness of what hypertension is, the risks it poses, and what people can do to prevent and manage it.

National High Blood Pressure Education Month, recognized annually in May, is an important observance time for Measure Up/Pressure Down™ and its participants to raise awareness, educate, and engage patients across the United States. Throughout the month, Measure Up/Pressure Down™ will launch patient materials; engage local, regional, and national media; host events with our partner organizations; and participate on social media to continue to raise awareness about high blood pressure.

The first ever ***Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*** will highlight our month-long efforts. The remainder of this toolkit will arm you with the ideas and tools you need to participate on **May 15, 2014**.

Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!
(May 15, 2014)



As part of our efforts during National High Blood Pressure Education Month, the American Medical Group Foundation (AMGF) will host the first ever [*Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*](#) on Thursday, May 15, 2014.

On this National Day of Action, we encourage all Measure Up/Pressure Down™ supporters to roll up your sleeves and join together in their respective communities and participate in at least one *action* to raise awareness of high blood pressure – to patients, providers, employees, or the general public. These actions can take different forms, based on your audience, capabilities, and resources. We encourage supporters to get creative and think of ways to incorporate the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* into activities and events that already exist at your organization.

The “*Roll Up Your Sleeves!*” theme has double meaning for Measure Up/Pressure Down™. We want to:

- Encourage those at medical groups, health systems, partner organizations, and sponsoring companies to roll up your sleeves and continue the important and ongoing work in blood pressure control, and
- Motivate patients to literally roll up their sleeves and get a blood pressure reading.

Keep reading for action ideas, how to share your plans and results, and resources to support your *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* efforts.

Checklist for National Day of Action

The first ever *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* is designed to bolster your existing blood pressure control efforts; not add to your to-do list.

Here's a handy checklist for how your organization can get involved! Keep reading the National Day of Action Toolkit for more information.

- Select one action** for the National Day of Action with the help of your quality team, marketing department, and health education team. Supporters can take on multiple actions, if interested. We've already brainstormed a number of actions, organized by anticipated level of effort (see page 7).
- Share your National Day of Action plans** with Measure Up/Pressure Down™ **by May 1** so that we can announce your participation as part of our national effort and increase your visibility. See page 8 of this toolkit for more details, including contact information.
- Hold or participate in your selected action(s) on May 15.** Remember, your participation will help us educate millions of Americans across the country to improve their blood pressure control.
- Send us your results** with accompanying photos, links, and more **by June 1.** A full description of what we're looking for and contact information is available on page 8 of this toolkit.

Overview of National Day of Action Ideas



To help you get started, we developed a list of actions that may be possible at your medical group, health system, partner organization, or sponsoring company. Depending on which action or actions you select, you can educate at-risk patients, engage your employees, promote your existing activities, or commit to a new blood pressure control effort.

The following chart organizes action ideas by anticipated level of effort – low, medium, and high. **Remember, you don't have to do every action.** Just getting involved in one of the suggested ways (or developing your own action) will raise awareness about high blood pressure and move patients closer to blood pressure control and a healthier life.

Refer to pages 9-15 for more detailed information about each idea.

Action Ideas by Level of Effort

Low

- Provide free high blood pressure education materials in your waiting rooms or during appointments with hypertensive patients.
- Play blood pressure videos in your waiting rooms.
- Request an official declaration from your public official.
- Follow and post social media content about Measure Up/Pressure Down™ and high blood pressure.
- Join the Measure Up/Pressure Down™ campaign.
- Consider a donation to the American Medical Group Foundation (AMGF).

Medium

- Offer free or low-cost blood pressure screenings.
- Sponsor blood pressure-related contests.
- Highlight patients who have improved their blood pressure and health.
- Host a brown bag lunch for employees.
- Feature Measure Up/Pressure Down™ efforts in your internal employee newsletter.
- Hold a contest for employees to showcase their smarts.
- Create a National Day of Action profile picture.
- Update your website with Measure Up/Pressure Down™ web banners and a web badge.
- Blog about high blood pressure.
- Highlight quality efforts on your website.
- Submit a success story to feature on the Measure Up/Pressure Down™ website.

High

- Host a high blood pressure online chat, social media chat, or webinar.
- Start a support group for those with high blood pressure.
- Host a family event with educational activities.
- Engage media around *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*
- Launch a home blood pressure monitor loan program.
- Commit to a new campaign plank.

Share Your National Day of Action Plans & Results

Once you've determined how your organization will participate in the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*, let us know!

By sharing your plans and reporting on the action, the campaign will:

- Boost publicity for your planned action(s) on the campaign website, through social media channels, and in media outreach efforts, reaching thousands of patients, providers, and healthcare organizations,
- Publicly recognize your participation in the first ever *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*,
- Highlight your organization among leaders in your city or state for blood pressure control efforts, and
- Measure the impact and success of the National Day of Action – including the number of patients reached – to leverage support for similar events and future campaigns.

Bonus! Want another reason to participate in the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!?* If your organization tells us what you're planning by May 1, takes that action on the National Day of Action (May 15), and reports about the action by June 1, your organization will be entered into a raffle to win a gift basket.

Three easy steps is all it takes!

1. Submit your plans (see below for e-mail or website), including a description of the activity, anticipated audience (e.g., patients, employees, media), date and time, and contact person and e-mail, by May 1, 2014.
2. On May 15, 2014, take at least one action to improve blood pressure control.
3. Starting on May 16, using the e-mail or website form to share what happened, including a description of the activity, actual audience (e.g., patients, employees, media), estimated number of people reached, links and screenshots (for social media and web actions), and photos (if available), by June 1, 2014.

Keep Us Posted

- E-mail MUPDNationalDayofAction@amga.org
- Complete [this form](#) on the Measure Up/Pressure Down™ website

National Day of Action Ideas

Low Level of Effort

- **Provide free high blood pressure education materials in your waiting rooms or during appointments with hypertensive patients.** Knowledge is power, according to the popular adage. Equip patients with the knowledge they need to understand the dangers of high blood pressure, evaluate their own risk factors, and work with their healthcare team to control the condition. Measure Up/Pressure Down™ will launch *Circulation Nation: Your Roadmap to a Healthy Blood Pressure*, a patient booklet (available for download on the campaign website) in April. The booklet encourages those with high blood pressure to get in control of the disease through the power of storytelling and with the guidance of characters from across the nation who address 10 different risk factors: eating right, being active, communicating, tracking numbers, taking medication, reducing stress, setting alcohol limits, stopping tobacco use, managing chronic conditions, and knowing risks.
- **Play blood pressure videos in your waiting rooms.** Many campaign partners, including [Million Hearts®](#) and [American Heart Association](#), have videos that educate patients about high blood pressure. In fact, your organization might have already produced a PSA or similar video about high blood pressure. If waiting rooms at your medical group or health system have television displays with capability to stream video from the web or files, play blood pressure videos on the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* to make patients take notice.
- **Request an official declaration from your public official.** Ceremonial documents can be prepared by local or state officials to honor observances in their community, including those related to health. Request your mayor or governor declare May 15, 2014 the [YOUR ORGANIZATION'S] *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*. Check your city or state website for more information about the process. Some even allow you to request such a proclamation online.
- **Follow and post social media content about Measure Up/Pressure Down™ and high blood pressure.** Spread the word to your organization's social media fans and followers by following the Measure Up/Pressure Down™ Twitter and Facebook accounts, sharing and retweeting the campaign's high blood pressure information, and posting your own messages. Sample social media messages are provided in the "Promotional and Educational Materials" section of this *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* Toolkit.
- **Join the Measure Up/Pressure Down™ campaign.** If you have yet to join the Measure Up/Pressure Down™ campaign, now's the time! To learn more about your commitment and to officially sign on, visit the [Join Us](#) section of the campaign website. Medical groups, sponsors, partners, and individuals each commit in different ways.

- **Consider a donation to the American Medical Group Foundation (AMGF).** Through the Chronic Care Challenge (including the Measure Up/Pressure Down™ campaign), best practice collaboratives, and the Acclaim Award, the AMGF is dedicated to demonstrating that the total coordinated care model continues to provide the highest quality, cost-effective, efficient care possible and to fostering quality improvement in group practice through education and research programs in clinical quality, patient safety, service, operational efficiency, and innovation. Our efforts to enable AMGA members to produce continued, positive improvement in patient outcomes and care experiences relies on the financial support of AMGA members, partners, sponsors, and supporters. Please [consider a donation today](#) on behalf of your organization.

Medium Level of Effort

- **Offer free or low-cost blood pressure screenings.** For existing and potential patients, offer free or low-cost blood pressure screenings at locations throughout your service area — in clinics, at hospitals, or as part of a local health fair. These screenings are important touch points for providers to interact with at-risk patients, educate them about chronic conditions, and improve care.
- **Sponsor blood pressure-related contests.** Getting patients to participate in a blood pressure related contest will increase their excitement to get in the know and then get in control of the disease. Try developing a quiz with high blood pressure facts or common myths, or starting a contest to see how quickly patients can get in control of their high blood pressure. Don't forget – fun prizes and bragging rights can increase participation!
- **Highlight patients who have improved their blood pressure and health.** Many people across the country and in your own community are diagnosed with high blood pressure every day. To inspire these individuals to take control of their health, Measure Up/Pressure Down™ shares the stories of remarkable individuals across the nation who are now in control of the disease by measuring their blood pressure, monitoring for changes, and maintaining healthy numbers through lifestyle changes and/or medication on our website. You can learn about the journeys of Nellie, Gail, and others on the [Personal Stories of High Blood Pressure Control](#) webpage. Are there patients in your care who have their own journeys to blood pressure control and are willing to share with others? We bet there are! If you already have patient profiles in written, video, or audio formats on your website, share them with Measure Up/Pressure Down™. We'll work with you to obtain the patient's permission to post the story on our webpage. If you don't already have these, it's an easy process – reach out to providers to identify a patient, interview the patient (we have a list of helpful questions to help guide the conversation), write the story, get their approval (we also can provide a release form), and share with us!
- **Host a brown bag lunch for employees.** A brown bag lunch is an informal opportunity for employees to learn at work. These lunches can be used to convey work information occasionally, but mostly serve to enhance employee knowledge about non-work or job specific issues and ideas. According to the Centers for Disease Control and Prevention, high blood pressure is one of the 10 most expensive health conditions for U.S. employers. Take time on *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* to educate your employees about high blood pressure, its dangers, and risk factors. Consider bringing in a provider to answer questions and take blood pressure readings during the brown bag lunch. Of course, make sure that the lunch served is heart healthy – replace salted chips with low- or no-salt options or fruit.

- **Feature Measure Up/Pressure Down™ efforts in your internal employee newsletter.** A feature article about your medical group's commitment to Measure Up/Pressure Down™ will help all staff – not just those who work in quality improvement – understand the importance of such initiatives. Consider writing a general article, interviewing the Measure Up/Pressure Down™ campaign lead for a Q&A, or highlighting a patient who has recently taken control of their hypertension thanks to your organization's hypertension efforts.
- **Hold a contest for employees to showcase their smarts.** Encourage your employees to show off their knowledge about high blood pressure with a contest. Try hosting a potluck lunch that allows employees to bring in their favorite heart healthy/blood pressure-friendly dish and vote on the tastiest recipe. Or, consider testing accurate blood pressure readings – those employees who follow all steps prescribed by your group could be entered into a prize drawing (see the [Measure Up/Pressure Down™ Provider Toolkit](#) for more information and tools on accurate readings).
- **Create a National Day of Action profile picture.** Share your support of *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* with the world by changing your social media profile images for the day. Encourage your followers, patients, employees, and other stakeholders to do the same.
- **Update your website with Measure Up/Pressure Down™ web banners and a web badge.** Measure Up/Pressure Down™ offers two easy ways for medical groups, health systems, partners, and sponsors to integrate the campaign on websites without needing to create new web pages or content. Web banners and a web badge are provided in the "Promotional and Educational Materials" section of this *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* Toolkit. Request your web team post these on May 15, 2014 and then leave them on the website year round.
- **Blog about high blood pressure.** If your organization has a blog or similar online platform for timely content, consider writing about National High Blood Pressure Education Month. Not only will a post educate readers, but organizations can promote their own role and successes in blood pressure control. See [this example](#) that campaign participant WESTMED Medical Group posted last year.
- **Highlight quality efforts on your website.** Now, more than ever, current and prospective patients, employees, and community members care about a commitment to quality improvement by your medical group or health system. These individuals will often explore your website to find evidence of such efforts. Create a webpage (like [this example](#) from campaign participant Billings Clinic) to showcase your dedication to the quality efforts – including Measure Up/Pressure Down™ – that are advancing the health of patients in your area every day. You may even consider including the Measure Up/Pressure Down™ campaign badge on this page.

- **Submit a success story to feature on the Measure Up/Pressure Down™ website.** Are you a participating medical group or health system well on its way to meeting the Measure Up/Pressure Down™ campaign goal of 80 percent of patients in control of their high blood pressure by 2016? If so, submit your success story to be featured on the campaign website. Be sure to review the [success stories](#) of the four groups already featured (Kaiser Permanente Northern California, ThedaCare Physicians, Riverside Medical Group, and Mercy Clinics, Inc.) and send background on your organization, specific actions taken to improve hypertension control, and past and current control rates.

High Level of Effort

- **Host a high blood pressure online chat, social media chat, or webinar.** Research shows nearly three-quarters of U.S. adults living with chronic conditions use the Internet. Interactive chats (on your website, blogs, or through social media accounts like Twitter or Facebook) or webinars offer patients the opportunity to learn about high blood pressure and ask questions in real time to specialists without leaving their homes. If your organization already hosts regular online medical chats, social media chats, or webinars, request high blood pressure as a topic in May. Keep an eye out for a Twitter chat hosted by Measure Up/Pressure Down™ during the month of May.
- **Start a support group for those with high blood pressure.** Blood pressure often requires small and large lifestyle changes to get in control of the disease. Many patients may need additional support and encouragement to help make and sustain these changes, particularly if they are newly diagnosed or dealing with other chronic conditions. Start a support group for those with high blood pressure so that patients can talk to others with the disease, discuss lifestyle changes and medication use, and get in control of the “silent killer.”
- **Host a family event with educational activities.** Because high blood pressure does not discriminate based on age, offer an event for patients and their families. Patients can invite their families to learn more about their condition and how it affects people of all ages and life stages – from youth to pregnant women to the elderly. The family event could feature information on blood pressure control, healthy eating and physical activity tips, and fun activities.
- **Engage media around *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*** Media members are drawn to events in their community that provide a local angle to national observances and holidays. In essence, local media members want to cover news in their own backyard. A commitment to blood pressure control and improvement can be a compelling story for local media, particularly during National High Blood Pressure Education Month. To engage media, work with your Communications Department to issue a press release specific to the National Day of Action. Be sure to include helpful information for the media – background information and statistics around high blood pressure in your local area, planned events in your community, and contact information. Interested media may follow up to attend the events or learn more about blood pressure control efforts in your organization. Share your press releases and any resulting coverage with Measure Up/Pressure Down™ for inclusion in our [Press Room for Media](#).

- **Launch a home blood pressure monitor loan program.** Research shows that home blood pressure monitoring, in conjunction with regular monitoring in a healthcare provider's office, can improve control rates. Empower and enable patients to self-manage their condition through the launch of a home blood pressure monitor loan program. Remember, you don't have to start with 100 or 1,000 blood pressure cuffs. Try starting with 10 patients on *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* and expand as you're able. Patients can share results with their provider through portals or apps (like campaign partner American Heart Association's [Heart360 tool](#) or pilot project sponsor Withings' [Health Mate app](#)).
- **Commit to a new campaign plank.** When your organization joined Measure Up/Pressure Down™ as a participating medical group or health system, you committed to implementing at least one [campaign plank](#) (care process). What better time to boost your efforts to continue on the road to hypertension control? On *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*, commit as an organization to taking on one new primary or value-added process plank.

Promotional and Educational Materials

Measure Up/Pressure Down™ developed a series of promotional and education materials for your use during National High Blood Pressure Education Month, on *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*, and throughout the year, since high blood pressure shouldn't be a health concern only during this month. Discover our materials and how you can use them:

Patient Booklet

Measure Up/Pressure Down™ developed *Circulation Nation: Your Roadmap to Managing High Blood Pressure*, a patient education hypertension booklet that is available on the campaign website, beginning in April 2014. The 24-page booklet empowers patients with high blood pressure to get in control of the disease through the power of storytelling and with the guidance of characters from across the nation who address 10 different risk factors: eating right, being active, communicating, tracking numbers, taking medication, reducing stress, setting alcohol limits, stopping tobacco use, managing chronic conditions, and knowing risks.

Patient Tip Sheets

Our patient tip sheets use the same approach as the *Circulation Nation: Your Roadmap to Managing High Blood Pressure* patient booklet – educating patients in an easy-to-understand way about high blood pressure, its risk factors, and how to control the disease. Beginning in May, Measure Up/Pressure Down™ will release a series of tip sheets that each focus on a risk factor and small steps patients can take for each.

Web Badge



Show your support of the Measure Up/Pressure Down™ campaign by posting a web badge on your organization's website. When clicked, the web badge directs patients to the campaign website for more blood pressure control information.

Web Banners

Show the Internet that you're a supporter of blood pressure control. Measure Up/Pressure Down™ developed web banners of all shapes and sizes, so simply copy the codes and display the banners on your site. A variety of static and animated banners will be available on the campaign website in late April:

- 1 in 3 Adults in the U.S. Have High Blood Pressure
 - 200x200 Static
 - 160x600 Static
 - 160x600 Animated
- 68 Million Adults in the U.S. Have High Blood Pressure
 - 200x200 Static
 - 160x600 Static
 - 160x600 Animated
- Less than Half of People with High Blood Pressure Have Their Condition Under Control
 - 160x600 Static
 - 160x600 Static



Social Media Posts

Engage your audience on social media with posts about high blood pressure and the Measure Up/Pressure Down™ campaign. Feel free to use the web badge or web banners (above) for images. Sample social media posts for use are included on the campaign website.

Additional Resources

As the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!* approaches, we will post additional resources on the [campaign website](#). Stay tuned for updates!

Contact Information

For questions about National High Blood Pressure Education Month or the *Measure Up/Pressure Down™ National Day of Action: Roll Up Your Sleeves!*, please contact:

- **Kendra Gaskins**
Measure Up/Pressure Down™ Campaign Director
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(703) 838-0033 ext. 346
- **Shannon Walsh**
Measure Up/Pressure Down™ Communications and Partnership Coordinator
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(703) 838-0033 ext. 377

About the Campaign

Measure Up/Pressure Down™

Created by the American Medical Group Foundation (AMGF), Measure Up/Pressure Down™:

- Leverages the coordinated care delivery systems of members of the American Medical Group Association and other health systems to achieve 80 percent of high blood pressure patients with their condition in control by 2016.
- Raises awareness of the dangers of high blood pressure; educates Americans as to how their blood pressure can be in control; and encourages adults to measure their blood pressure, monitor changes, and maintain control.
- Brings together national partners working collectively to provide patients and communities with information and tools to bring about lifestyle changes, medication adherence, and other keys to successful blood pressure control.

To date, nearly 150 medical groups and health systems delivering care to more than 42 million patients have joined Measure Up/Pressure Down™. These groups have pledged to work toward achieving the campaign's goals by adopting one or more of the campaign care processes (planks) known to improve quality of care for patients with high blood pressure.

Our national partners have teamed up with AMGF to raise awareness among patients, employers, and communities about the dangers of uncontrolled high blood pressure.

The national campaign encourages adults to measure, monitor, and maintain – have their blood pressure checked at least once a year, work with their doctors on treatment plans, take any prescribed medications as directed, and make lifestyle changes such as eating in healthier ways and becoming more active.

American Medical Group Foundation



The American Medical Group Foundation is the philanthropic arm of the AMGA. As a nonprofit 501(C)(3) organization, its mission is to foster quality improvement in group practice through education and research programs in clinical quality, patient safety, service, operational efficiency, and innovation. In addition to research and demonstration projects, the Foundation helps support learning collaboratives and presents educational grants and awards to medical groups that demonstrate improvements in practice, quality, and patient care.

American Medical Group Association



The American Medical Group Association (AMGA) represents some of the nation's largest, most prestigious medical practices, independent practice associations, accountable care organizations, and integrated healthcare delivery systems. AMGA's mission is to support its members in enhancing population health and care for patients through integrated systems of care. More than 150,000 physicians practice in AMGA member organizations, providing healthcare services for 120 million patients (nearly one in three Americans). Headquartered in Alexandria, Virginia, AMGA is the strategic partner for these organizations, providing a comprehensive package of benefits, including political advocacy, educational and networking programs, publications, benchmarking data services, and financial and operations assistance.